

Non-text media

Monday, September 10, 2012

LIB 1201

New York City College of Technology

Article Summaries

- Sisario describes a music downloading service aimed at consumers who use phones more than computers for Internet
- Elton, a former music industry executive, discusses the many services that major record labels offer to support their musical artists
- Pavlik's chapter on digital media production emphasizes the wide range of quality and lack of a comprehensive guide to locating media in various formats

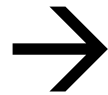
Audio

Analog media: vinyl, tape
Analog production: expensive, expertise required
Analog distribution: major labels, independent labels, retail
Digital production: cheap and easy computer programs
Digital media: CD, mp3
Digital distribution: download

Video/Images

Analog media: painting, drawing, photography; film & VHS
Analog distribution: books, posters, VHS sales
Digital creation: ubiquitous photo & video, cheap & easy editing programs
Digital distribution: download, **USER-CREATED CONTENT**

Conversion to digital
(both text and non-text media)



ability to **INTERACT**
with these media

Issues w/participatory media?

- Quality
- Expertise
- Economics
- Organization (findability)

Think/Pair/Share

QUESTIONS:

How have the changes in the ways that non-text media are **created and distributed** affected the ways that they are used?

Can you identify **positive and negative results** of these changes?

- Think: spend 3 minutes writing down your answer to these questions
- Pair: with a partner and discuss your answers (10 minutes)
- Share: let's all discuss these questions (10 minutes)

For Wednesday, September 12

- Guest lecture on alternative print and electronic media from Professor Maura Smale of City Tech
- Guest lecture and zine demo from Professor Susan Thomas of Long Island University
(Prof. Leonard away)
- *Reading:*
 - Eland, [Critical thinking, deviant knowledge and the alternative press](#)
 - Zine World, [A Quick guide to zines](#)
 - Wright, [The History and characteristics of zines](#) (Part I only)
- *Assignment:* Reading response blog post